

CAC COMMITTEE MEETING AGENDAS

RESEARCH COMMITTEE

10:00 A.M., WEDNESDAY, OCTOBER 20, 2010

1. CALL TO ORDER—Chairman Ed Zuckerman
2. ROLL CALL, ESTABLISH QUORUM— Chairman Ed Zuckerman
3. APPROVAL OF MINUTES – 10/10/08 and 10/14/09 Meetings— Chairman Ed Zuckerman
4. CAC FINANCIAL REVIEW — CAC Executive Director Cherie Watte Angulo
5. 2010 RESEARCH PROJECT REPORTS
6. CAC REQUEST FOR PROPOSAL PROCEDURES/IDENTIFY CONTRACT PRIORITIES
7. 2011 BUDGET PROPOSALS
8. ADJOURNMENT

PROMOTION/PRODUCT DEVELOPMENT COMMITTEE:

11:00 A.M., WEDNESDAY, OCTOBER 20, 2010

1. CALL TO ORDER—Chairmen Jason Hall and Richard Marchini
2. ROLL CALL, ESTABLISH QUORUM— Chairmen Jason Hall and Richard Marchini
3. APPROVAL OF MINUTES – 10/08/08 and 10/14/09 Meetings— Chairmen Jason Hall and Richard Marchini
4. CAC FINANCIAL REVIEW — CAC Executive Director Cherie Watte Angulo
5. 2010 PROMOTION PROJECT REPORTS
 - A. Domestic Promotion
 - B. International Promotion
6. CAC REQUEST FOR PROPOSAL PROCEDURES — CAC Executive Director Cherie Watte Angulo
7. CONTINUATION OF DESTINATION REPORT
8. 2011 BUDGET PRIORITIES
9. ADJOURNMENT

PUBLIC RELATIONS/POLICY COMMITTEE

2:30 P.M., WEDNESDAY, OCTOBER 20, 2010

1. CALL TO ORDER—Chairmen Clark Mizuno and Robert Ferguson
2. ROLL CALL, ESTABLISH QUORUM— Chairmen Clark Mizuno and Robert Ferguson
3. APPROVAL OF MINUTES – 10/09/08 and 10/14/09 Meetings— Chairmen Mizuno and Ferguson
4. CAC FINANCIAL REVIEW — CAC Executive Director Cherie Watte Angulo
5. 2010 POLICY REPORT
 - A. Market Loss Assistance Program
 - B. Trade Adjustment Assistance
 - C. Section 18/Emergency Registration request for Warrior
6. 2010 PUBLIC AFFAIRS REPORT
 - A. Stockton Asparagus Festival
 - B. CAC Website Update
7. CAC REQUEST FOR PROPOSAL PROCEDURES - CAC Executive Director Cherie Watte Angulo
8. 2011 BUDGET PRIORITIES
9. ADJOURNMENT

ABOVE AGENDAS ARE TENTATIVE. ALL AGENDA ITEMS INCLUDE DISCUSSION AND POSSIBLE ACTION. MEETINGS TO BE CONDUCTED VIA CONFERENCE CALL.

DIAL-IN: 1-866-406-3493/PASSCODE: 50520